

Message Text

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PAGE 01 MONTRE 01364 151521Z

44

ACTION EUR-12

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UNCLAS MONTREAL 1364

E. O. 11652: N/A
TAGS: BGEN, CA
SUBJ: PRIVATE TRADE OPPORTUNITY

1. 122/04/P0006

2. 081475

3. E. TOLMAN

4. 122 CANADA

5. I D

6A. WRITE, CABLE OR CALL --

6B. C.M. MARC DANIEL R'BIBO, PRESIDENT

6C. CHEMSI IMPORTS LTD.

SUITE 810

1470 PEEL STREET

MONTREAL, QUEBEC H3A 1T1, CANADA

7. TELEPHONE: (514) 844-9546
TELEX: 05-27268

8. --

9. 102-111-112

10. DESCRIPTION
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PAGE 02 MONTRE 01364 151521Z

2341XXX-0000. WOMEN'S AND GIRLS' UNDERWEAR
23393XX-0000. WOMEN'S, MISSES' AND JUNIORS' OUTERWEAR
2253230-0000. WOMEN'S, MISSES' AND JUNIOR'S KNIT OUTERWEAR
SPORT SHIRTS
2331200-0000. WOMEN'S, MISSES' AND JUNIORS' KNIT OUTERWEAR SPORT
SHIRTS MADE FROM PURCHASED KNIT FABRICS
2321200-0000. MEN'S AND BOYS' KNIT OUTERWEAR SPORT SHIRTS

CHEMSI IMPORTS LTD. PRESENTLY IMPORTS AND DISTRIBUTES READY-TO-WEAR LINES FROM FRANCE AND ITALY BUT PLANS TO DEVELOP A NEW DIVISION SPECIALIZING IN JUNIOR SPORTSWEAR, BEACHWEAR, AND LINGERIE IMPORTED FROM THE U.S. IT SEEKS LINES SUCH AS "WAYNE ROGERS" (JUNIOR SPORTSWEAR), "POOPEE OF CALIFORNIA" (COMPLETE LINE OF BEACHWEAR FOR WOMEN FROM AGE 14 TO 50), AND "BALLI" (LINGERIE AND BRAS), ETC.

CHEMSI HAS A SALES FORCE OF 12 COVERING ALL OF CANADA BUT MAJORITY OF SALES ARE CONCENTRATED IN MONTREAL AND TORONTO. IT SELLS DIRECTLY TO DEPARTMENT AND CHAIN STORES. ANNUAL SALES TOTAL \$2 MILLION. ANTICIPATED SALES FROM NEW LINES IS \$500 THOUSAND. CHEMSI WOULD BE INTERESTED IN DISTRIBUTOR-AGENT AS WELL AS DIRECT SALES ARRANGEMENTS.
HARPER

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